

APRIL 21, 2022 REGULAR MEETING MINUTES

[Link to full zoom recording](#)

CALL TO ORDER AT 3:00 PM

PRONOUNCEMENT OF A QUORUM

A full quorum was present with Board Members Crista Valentino and Brian Gallagher on Zoom. Erik Dombrowski, Cory Carlson, Mary Bess, Joe Madera, and Willi Brooks in the Chambers. Contract staff present were Sue Muncaster, Tim O'Donoghue, Bret Linsenmann, and Keith Gingery. Kathryn Brackenridge attended via zoom. JH Vice Mayor Arne Jorgensen was also present.

PUBLIC COMMENT – NONE

ACTION ITEMS

---

**APPROVAL OF MINUTES**

Willi Brooks motioned to **approve March 10 Regular Meeting minutes**, seconded by Joe Madera, motion passed unanimously.

Willi Brooks motioned to **approve March 18 Special Meeting minutes**, **seconded** by Mary Bess; the motion passed unanimously.

Willi Brooks motioned to **approve the April 12 Special Meeting minutes**, seconded by Joe Madera; the motion passed unanimously.

**APPROVAL OF VOUCHERS**

Treasurer Gallagher motioned to **approve vouchers 3052-3071 for \$565,907.73**, seconded by Erik Dombrowski; the motion passed unanimously.

**APPROVAL OF AGENCY OF RECORD FOR ADVERTISING SERVICES**

Original [Request for Proposals](#)

Erik Dombrowski supported Colle McVoy because of their historical relationship, understanding of our situation, and the Sustainable Destination Management Plan (SDMP) timing. He hopes not to lose traction on our marketing efforts. Chair Carlson was impressed with Colle McVoy's presentation but thought both were excellent. Madera, Bess, and Valentino echoed their statements. **Dombrowski motioned to give notice of award to Colle McVoy for advertising agency of record, seconded by Bess; with no public comment, the motion passed unanimously.**

**APPROVAL OF THE FISCAL YEAR 2023 BUDGET**

[Draft Budget with approved changes presented by Treasurer Gallagher](#)

---

---

Re: Revenue:

- Tax collections for FY 2022 to date were approx. 50% and were fractured into the revenue projections for FY 2023. The JHTTB will end FY 2022 with approx. 6 million dollars in reserves.

Re: Visitor Services/Chamber:

- Board discussed potentially adding funding for ambassadors on the Town Square, and Gallagher said that could be taken out later from reserves.
- Gallagher stated that almost \$80,000 was added to Destination Marketing/Tradeshows to support the Chamber's plans to attend more international shows.

Re: Contract Advertising and Education:

- Historically this “bucket” was focused on demand marketing. Gallagher asked the Board to justify the 2.2 million dollars in this bucket. Dombrowski and Carlson said their understanding was that this was moving toward “management.” Gallagher challenged the Board to determine what data would inform when to “market” versus when to “manage” or “educate.” Carlson reminded the Board that increased funds have a lot to do with Average Daily Rate, not necessarily volume. The discussion was tabled regarding what will inform marketing decisions in the future? Valentino asked about “locals launch,” which was clarified as intended for local workshops. Valentino asked about how to better reach out to the immigrant community. Gallagher explained that this bucket is for our agency of record versus local marketing, another line item.

Re: Tourism Master Plan (SDMP):

- Crista Valentino asked the Board to increase the proposed amount allocated due to steering committee feedback that the timeline needed to be extended as the scope is expanding due to community engagement and data collection. Mary Bess stated she felt the project was underestimated; \$ 50,000 additional was added to the draft budget. The future of the Sustainability Director position was also unclear. The group added \$100,000 to unallocated funds to bring the total to \$125,000.

Re: Local Marketing Partnerships:

- Gallagher reminded the group that \$1M (\$750,000 for FY 23; \$250,000 FY 22) allocated to Friends of the Bridger Teton brought this line up 4-fold.

Re: Community Event Sponsorships:

- Budget was doubled from \$400,000 to \$800,000. The Million Dollar Music Festival did not re-apply for sponsorship.

Re: General and Administrative:

- The new budget allows for additional administration assistance and office space.

Re: Website Design and Development:

---

- 
- The proposed funding was dialed back from \$500,000 to \$400,000 based on the Board discussions at the Board Retreat in March.

Re: Reserves:

- \$400,000 reflects the same % of the total as previous budgets.

The draft budget reflects \$400,000 in unallocated funds, spending close to \$1.7 million more than FY 22, and leaves \$4.2-\$3.8 million in reserves based on projected revenue. **Gallagher motioned to approve the FY 2023 Budget as presented, allowing the board to spend \$7,774,148 or \$8.174,148, including 400,000 in unallocated reserves pending approval of the JIM for final approval, seconded by Dombrowski. With no public comment, the motion passed unanimously.**

### **BEING WILD JACKSON HOLE PROPOSAL**

Being Wild Proposal was presented by Renee Seidler – to view the presentation go to 1:03:30 on the recorded meeting. Carlson asked about the JHTTB’s access to content via Libris Library, and Seidler confirmed that assets would be made available. Joe Madera asked about the success of QR codes. Joe Madera asked how this differed from the Friends of Bridger Teton award, and Carlson stated they were complimentary or different. With clarity on a few budget items and Renee’s update on visitor engagement and paid and earned media opportunities. **Willi Brooks motioned to approve \$84,150 for the Being Wild JH proposal, which Dombrowski seconded; with no public comment, the motion passed unanimously.**

### **RPF for Website Development**

Draft proposal

Dombrowski presented the proposal for Web Development which was identified as a priority at the March Board retreat, and confirmed the Agency of Record would work with the developer. **Dombrowski motioned to approve the RFP pending funding approval from the JIM, seconded by Gallagher.** Discussion over hosting and updates ensued. **With no public comment, the motion passed unanimously.**

### COMMITTEE REPORTS

#### **Sustainability Committee**

Valentino updated the board that the Resident Sentiment Survey had 4777 responses (18 on the Spanish language survey). She is concerned about Hispanic participation and will update the Board when a proposal is outlined. The Situation Analysis Report will arrive on May 15, the Survey results on May 31, and the next site visit is from May 31-June 3. The steering committee reports they feel crunched analyzing the information and findings, and the Board should expect to be presented with an expanded scope of work later.

#### **Events Committee**

---

- 
- Carter Cox presented a 10-minute Recap from Natural Selection Tour (1:45 on the recording).
  - Willi Brooks said the Event's Sponsorship Proposal would be presented at the Board meeting in May.

## Marketing Committee

### MATTERS FOR BOARD AND CONSULTANT: NONE

Crista Valentino will not be at the May Board meeting, and neither is Brian Gallagher.

ED Kathryn Brackenridge updated the Board that there are several media requests and community requests for information on the SDMP messaging and asked the Board to establish a formal process for determining an official spokesperson(s) on this and other topics.

ADJOURN: 4:59 pm

Respectfully Submitted: Willi Brooks,  
Secretary

\_\_\_\_\_  
Date Approved by the Board May 12, 2022, as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested: Cory Carlson, Chair

Date 5/12/2022

Willi Brooks, Secretary

Date 5/12/2022

\_\_\_\_\_  
\_\_\_\_\_  
  
\_\_\_\_\_  
\_\_\_\_\_

